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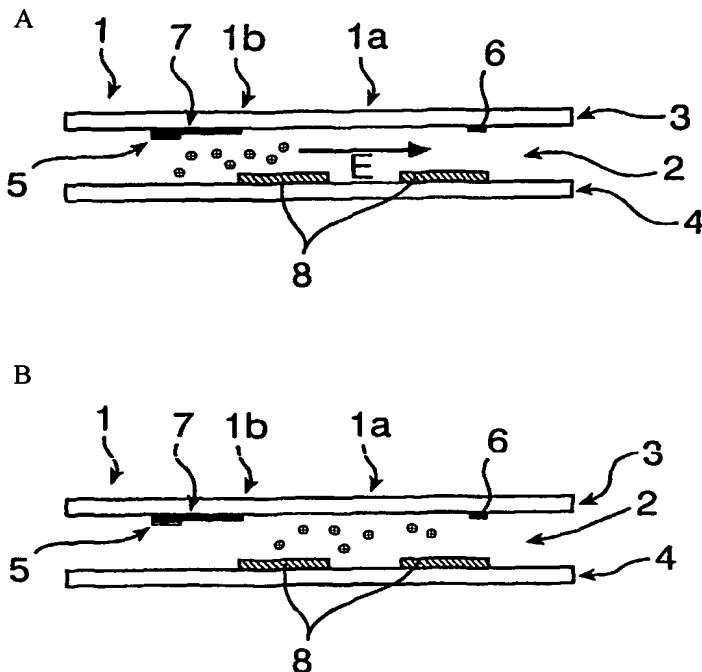
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(54) Title: IN-PLANE SWITCHING ELECTROPHORETIC DISPLAY DEVICES



(57) **Abstract:** This invention relates to an in-plan switching electrophoretic display device (IPS-EPD), comprising a layer of electrophoretic material (2), being sandwiched between a first and a second substrate (3, 4), a pixel of said display further comprising a first and a second electrode (5, 6) for locally controlling the material of said electrophoretic layer. The first and second electrodes (5, 6) are positioned on essentially the same distance from said first substrate, so that an essentially lateral field is generated in said electrophoretic layer (2) when a signal is applied over said electrodes (5, 6), in order to enable transfective operation. The display device may further comprise an optionally patterned reflector (8), and a light shielding layer (7).